Valeria De Rubeis

Lead Product Designer · UX & AI Experience (AX)

www.valeriaderubeis.com

Contact

deruvaid@gmail.com

+44 7412991556

www.valeriaderubeis.com

Education

Master Degree
Communication Science

Master UX-UI certified
NN/g (Nielsen Norman Group)
15 + certificates

Skills

Product & UX Strategy
MVP definition & validation
Product discovery
UX vision & principles
Outcome-driven design

Research & Insight
Lean research and validation
Interviews, usability testing
Pilot-user programmes

Hands-on Design
IA, Flows, wireframes, prototypes, SaaS, mobile, eComm, Design systems, WCAG accessibility

Design Leadership
First designer setup
Building design teams, mentoring.
Cross-functional collaboration, Facilitating workshops.

AI & AX Leadership
AI Experience (AX)
Agentic product concepts
AI prototyping

Prompt design & consistency
AI tool adoption & workflows
Governance & ethical considerations

Side Activities

Lecturer in Communication Sciences (La Sapienza University)

Design mentor (Revive, Aston University)

Tool

Figma, Miro, Jira, Visual Studio Code, Claude Code, GitHub, ChatGPT, Gemini

Profile

Lead Product & AX Designer with 15+ years of experience **driving UX strategy from zero to acquisition** for early-stage SaaS and enterprise platforms.

My employee wellbeing workflows **displaced EY's internal solution**, drove **2× growth in 6 months (4× in 12)** and led to an acquisition by Zurich Insurance.

Now leading AI Experience (AX) design on a confidential, pre-market SaaS platform, where my guided AI concept was **preferred by 5 of 5 test users** and **reached MVP in 4 months**.

Work experience

UX and AI Experience (AX) Lead - Kaleidoscope (Aug 2021 - ongoing)

- Designed a guided AI interaction model for complex, data-heavy workflows; **preferred by 5 of 5 test users**.
- Took it from concept to **MVP in 4 months**, owning wireframes, coded prototypes (Claude Code, Codex), testing, final UI, the AI's question set and tone of voice.
- Turned its interaction patterns into the product's **pattern library.**
- Lead UX across multiple **product iterations and strategic pivots**, using pilot-user feedback and product discovery to inform evolving experience direction.
- Own relationships with **pilot users**, establishing trusted feedback loops and translating qualitative insights into product and design decisions.
- Introduced and led adoption of **AI-augmented design tools and workflows**, developing practices for more consistent prompting, output quality and responsible use across the design team.
- Partner with **product, engineering and leadership** to explore emerging capabilities, test concepts and de-risk future product directions.

Senior UX Designer - Kaleidoscope (Aug 2021 - Jan 2022)

- Shaped early UX for a pre-market SaaS product and set up the first pilot-user feedback loops.
- Designed core workflows for complex, data-heavy use cases.
- **Promoted to Lead within 6 months.**

Senior UX/UI & Product Lead - Spica Tech (May 2019 – Jul 2021)

- Designed and validated core enterprise workflows that **displaced EY's internal solution**, fuelling **company growth of 2x in 6 months and 4x in 12 months**.
- Built and managed a design team from scratch, contributing to multi-million pound enterprise deals and an ultimate **acquisition by Zurich Insurance for global rollout**.
- Replaced RFP feature lists with discovery workshops, growing captured client requirements from **24 to 210**.
- Established UX foundations from scratch: personas, research practice, design principles, reusable UI patterns and **WCAG AA** guidelines for client-branded versions.

UX, UI, Product designer - Jayley (Mar 2016- Apr 2019)

- Led UX redesign of B2C and B2B eCommerce platforms
- Architected the end-to-end UX redesign of B2B/B2C eCommerce platforms, directly **driving a 35% increase in conversion rates and a 300% boost in user engagement**.

Earlier Design experience - Valentino, Intercity (May 2009 – 2016)

- Led design teams and complex product lifecycles
- Developed strong commercial and leadership skills transferable to digital products

How I work

- Lean, hypothesis-driven discovery
- Fast iteration with engineers
- Clear trade-offs over perfection
- Strong opinions, loosely held
- Passionate about ethical AI and AI prototyping

Written with care and Claude

Thank you